ORDER

KLAS

Orders

Order / Rev:	37577		
Alt Order #:	08880265		
Product Desc:	ISSUE		
Estimate:	1192		
Flight Dates:	10/12/12 - 10/22/12	Primary AE:	Mike Jones
Original Date / Rev:	10/11/12 / 10/11/12	Sales Office:	K-WAS
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	Cross Roads Media		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	66 Canal Center Plaza	Billing Cycle:	EOM/EOC
	Alexandria, VA 22314	Agency Commission:	15%

Advertiser

Name:	Crossroads GPS		
Demographic:	A35+	New Business Thru:	08/14/11
Product Codes:	PO4	Order Separation:	00:10:00
Priority:	LV1	Advertiser External ID:	
Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	45	$274,400.00	$233,240.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	$274,400.00	$233,240.00	0.00
Totals	45	$274,400.00	$233,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$274,400.00
Market	100%	$914,666.67

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$228,666.67
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$45,733.33
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 6	8	10/22/12	10/22/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
CBS THIS MORN														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		10/22/12	10/28/12	M------	1	$3,000.00	0.00							
E 7	8	10/12/12	10/12/12	Live w/Kelly Live w/Kelly	CM	9-10a	----F--	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00

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Alt Order #: 08880265 Product Desc: ISSUE KLAS

Flight Dates: 10/12/12 - 10/22/12 Estimate: 1192

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
LIVE WITH KELLY														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	----F--	1	$2,000.00	0.00									
E 8	8	10/15/12	10/19/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	3	$2,000.00	LV1	0.00 NM	3	$6,000.00
LIVE WITH KELLY														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	MTWTF--	3	$2,000.00	0.00									
E 9	8	10/22/12	10/22/12	Live w/Kelly Live w/Kelly	CM	9-10a	M------	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
LIVE WITH KELLY														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/22/12	10/28/12	M------	1	$2,000.00	0.00									
E 10	8	10/12/12	10/12/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	----F--	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
NEWS NOW AT NOON														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	----F--	1	$2,000.00	0.00									
E 11	8	10/15/12	10/19/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	$2,000.00	LV1	0.00 NM	3	$6,000.00
NEWS NOW AT NOON														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	MTWTF--	3	$2,000.00	0.00									
E 12	8	10/22/12	10/22/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M------	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
NEWS NOW AT NOON														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/22/12	10/28/12	M------	1	$2,000.00	0.00									
E 13	8	10/16/12	10/19/12	Ellen Ellen	CM	3-4p	-TWTF--	:30	3	$2,500.00	LV1	0.00 NM	3	$7,500.00
ELLEN														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	-TWTF--	3	$2,500.00	0.00									
E 14	8	10/22/12	10/22/12	Ellen Ellen	CM	3-4p	M------	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
ELLEN														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/22/12	10/28/12	M------	1	$2,500.00	0.00									
E 15	8	10/12/12	10/12/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	----F--	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
NEWS NOW AT 4														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	----F--	1	$2,500.00	0.00									
E 16	8	10/15/12	10/19/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	$2,500.00	LV1	0.00 NM	3	$7,500.00
NEWS NOW AT 4														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	MTWTF--	3	$2,500.00	0.00									
E 17	8	10/22/12	10/22/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M------	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
NEWS NOW AT 4														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/22/12	10/28/12	M------	1	$2,500.00	0.00									
E 18	8	10/12/12	10/12/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
NEWS NOW ROT														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	----F--	1	$3,000.00	0.00									
E 19	8	10/15/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	3	$3,000.00	LV1	0.00 NM	3	$9,000.00
NEWS NOW ROT														

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 19	8	10/15/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	3	$3,000.00	LV1	0.00 NM	3	$9,000.00
NEWS NOW ROT														
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays MTWTF--	Spots/Week 3	Rate $3,000.00	Rating 0.00								
E 20	8	10/22/12	10/22/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
NEWS NOW ROT														
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $3,000.00	Rating 0.00								
E 22	8	10/16/12	10/16/12	Tue 10-11p ET / Inside Edition	CM	10-11p (10:30 PM-11:00 PM)	-T-----	:30	1	$5,500.00	LV1	0.00 NM	1	$5,500.00
INSIDE EDITION														
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays -T-----	Spots/Week 1	Rate $5,500.00	Rating 0.00								
E 25	8	10/16/12	10/16/12	Tue 10-11p ET / Inside Edition	CM	10-11p (10:00 PM-10:30 PM)	-T-----	:30	1	$5,500.00	LV1	0.00 NM	1	$5,500.00
ET/INSIDER														
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays -T-----	Spots/Week 1	Rate $5,500.00	Rating 0.00								
E 26	8	10/22/12	10/22/12	Mon 9-10p Hawaii 5-O	CM	9-10p	M------	:30	1	$20,000.00	LV1	0.00 NM	1	$20,000.00
HAWAII 5-0														
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $20,000.00	Rating 0.00								
E 27	8	10/12/12	10/12/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	$5,000.00	LV1	0.00 NM	1	$5,000.00
NEWS NOW AT 11														
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ----F--	Spots/Week 1	Rate $5,000.00	Rating 0.00								
E 29	8	10/22/12	10/22/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M------	:30	1	$5,000.00	LV1	0.00 NM	1	$5,000.00
NEWS NOW AT 11														
Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $5,000.00	Rating 0.00								
E 30	8	10/16/12	10/16/12	Tue 9-10p NCIS: LA	CM	9-10p	-T-----	:30	1	$20,000.00	LV1	0.00 NM	1	$20,000.00
CSI														
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays -T-----	Spots/Week 1	Rate $20,000.00	Rating 0.00								
E 31	8	10/13/12	10/20/12	Sat Prime Special KLAS Movie	CM	7-11p	-----S-	:30	1	$10,000.00	LV1	0.00 NM	2	$20,000.00
PERSON OF INTEREST														
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -----S-	Spots/Week 1	Rate $10,000.00	Rating 0.00								
Week:	10/15/12	10/21/12	-----S-	1	$10,000.00	0.00								
E 32	8	10/12/12	10/12/12	Fri 8-9p NCIS	CM	8-9p	----F--	:30	1	$25,000.00	LV1	0.00 NM	1	$25,000.00
CSI NY														
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ----F--	Spots/Week 1	Rate $25,000.00	Rating 0.00								
E 33	8	10/13/12	10/13/12	ACC Football ACC Football	CM	Various	-----S-	:30	3	$5,000.00	LV1	0.00 NM	3	$15,000.00
ACC FTBALL														
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -----S-	Spots/Week 3	Rate $5,000.00	Rating 0.00								
E 34	8	10/20/12	10/21/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
NEWS NOW AT 11														
Week:	Start Date 10/15/12	End Date 10/21/12	Weekdays -----SS	Spots/Week 1	Rate $2,500.00	Rating 0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 36	8	10/14/12	10/21/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A	------S	:30	1	$2,500.00	LV1	0.00 NM	2	$5,000.00
	NEWS NOW SUN													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/08/12	10/14/12	------S	1	$2,500.00	0.00								
Week:	10/15/12	10/21/12	------S	1	$2,500.00	0.00								
E 38	8	10/20/12	10/20/12	Sat 10-11p 48 Hours Mystery	CM	10-11P	-----S-	:30	1	$40,000.00	LV1	0.00 NM	1	$40,000.00
	THE MENTALIST													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	-----S-	1	$40,000.00	0.00								
E 39	8	10/14/12	10/14/12	Game Time/UNLV Game Time/UNLV	CM	1135p-1205a	------S	:30	1	$500.00	LV1	0.00 NM	1	$500.00
	GAMETIME UNLV													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/08/12	10/14/12	------S	1	$500.00	0.00								
N 40	8	10/13/12	10/13/12	NCAA Football NCAA College Football	CM	NCAA College Foo	-----S-	:30	2	$9,950.00	LV1	0.00 NM	2	$19,900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/08/12	10/14/12	-----S-	2	$9,950.00	0.00								
N 41	8	10/19/12	10/19/12	Fri 8-9p Hawaii Five-O	CM	8-9p	----F--	:30	1	$25,000.00	LV1	0.00 NM	1	$25,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	----F--	1	$25,000.00	0.00								
												Totals	45	$274,400.00